朝陽科技大學 091學年度第2學期教學大綱
Practice of Operation Management 經營管理實務

當期課號	3263	Course Number	3263
授課教師	程永明	Instructor	CHENG,YUNG MING
中文課名	經營管理實務	Course Name	Practice of Operation Management
開課單位	企業管理系(四進)四A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	教學目標：1.增進對產業界各級組織部門經營管理實務的認識；2.培養運用所學管理知識，分析各種經營管理實務、問題與改進方法的能力； 3.提昇對各種企業管理理論與技術的整合與應用能力。主要內容：資訊電子、金融、機電、鋼鐵、營建、飲料食品等等產業中廠商之經營管理實務，盡可能地加以討論。	Objectives	The course aims to deepen the connection between the theory and practice of business management and to broaden the perspective of the understanding to the practice of management in wide industries. It is hoped that students learn to master the ability of applying management theories in various business context by learning from benchmarking excellent management practices.
教材		Teaching Materials	
成績評量方式	1.期末報告 50% 2.期末考試 40% 3.課堂參與 10%	Grading	1.Final report 50% 2.Final exam 40% 3.Participation 10%
教師網頁			
教學內容	本課程的內容包含管理功能與企業功能，本課程之設計乃是藉由實例來輔助學生評估環境變遷對於企業之影響並運用最適之策略對此改變做出適切之回應。	Syllabus	The contents of this course contain management functions and business functions. This course is designed to utilize numerous examples to assist the students in evaluating the impact of environmental changes on business, and derive strategies to respond to these changes.

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